

ATTRACTIONS—EXIT 2

**Bob's
Waterpark**



**Hereville
Motorspeedway**



**MUSEUM
OF
ORANGE**



**RagApple
Lassie
Vineyards**
TOURS
EXIT 82

Signing Section Programs Update

**SPRUCE PINE
CAMPGROUND**



**ENTERING
Lumber
River Basin**
1-877-RIVER4YOU

Signing Programs

- Logo
- Agricultural Tourism
- TODS
- River Basin



Logo Program

Allow Program Participants for Gas, Food, Lodging, Camping, and Attractions services to have their Logos displayed on official highway signs.



- Traffic Engineering Contact: Trice Craddock

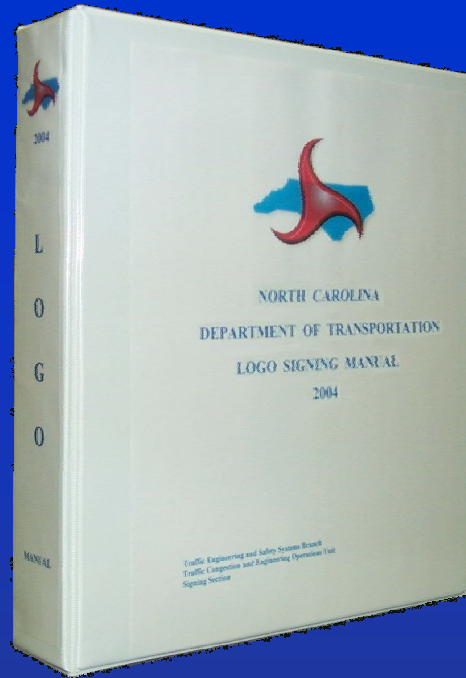


Changes in Logo Rules Effective Jan/Feb 2004

- \$300 Fee per panel
 - Mainline, Ramp, and Trailblazers
- Attractions added as a specific service
- First come, first served
- Simplification



Logo Manual



- Sent out to Divisions for Final Review on 8/10/04
- Comments are due by 9/13/04
- Anticipated Effective Date with Corrections 10/13/04



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Department Roles

- **TEB/Signing**
 - Program Oversight
 - Design and Prioritization of projects
 - Decisions regarding operational aspects of program, policy, reimbursements, delinquent accounts, and controversial issues
- **Division Logo Coordinators**
 - Provide general and specific information about the Logo Program to the public
 - Review approving requests for participation in the program
 - Ensure Logo signs and supports built in a timely manner
- **Fiscal**
 - Invoice Logo Customers
 - Assist Division with customer accounts
 - Notify Logo Coordinators of delinquent accounts



We are Changing the Way We are Doing Business



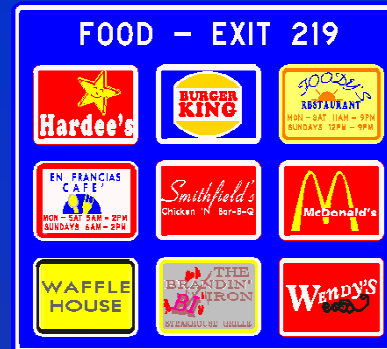
- Customer Friendly - Improving responsiveness and customer service
- Run like a Business - Customers will be removed when they do not pay
- Certified Mail - Customers notified by certified mail when action is required by a specific date
- Increased Oversight by TEB - Necessary for Statewide Consistency, Account Resolution, and Reduction of Customer Complaints



9-Panel/Combo Overflow

- Maximum of 15 per type
- Three 9-Panels are installed
 - I-95 in Division 6 (two locations)
 - US 70 in Division 2
- Two Overflow Combos are installed
 - Division 10 has two locations (I-77 and I-85)
 - Division 13 has two locations (I-26 and I-40)
- Anticipate all up by January, 2005
- Assessment after one year of last signs installed
 - Safety Assessment
 - Business Survey
 - Motorist Survey

9-Panel



Combo



Agricultural Tourism Signage Program



- Traffic Engineering Contact: James Hambright



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Agricultural Tourism Signing Program

What is this program ?

- A joint effort between the North Carolina Department of Agriculture & Consumer Services and NCDOT that allows official highway signs on State Right-of-Way.
- These highway signs to direct motorists to agricultural businesses that provide tours, samples, and sales of North Carolina agricultural products.
- The program is designed to increase public awareness and promote North Carolina's unique agricultural products and tourism industry.
- Established by General Statute 106-22.5 in 1999.
- First signs installed in Spring of 2000



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Agricultural Tourism Signage Policy

- Policy effective: April 2004
- Standard sign sizes based on type of roadway facility.
- Signs must be located within 15 miles of the facility.
- Businesses must be open 10 full months per year, 4 days per week for a minimum of 32 hours.
- Maximum of one sign per direction of interchange and maximum of 4 facility names per sign.



Agricultural Tourism Signage Policy (continued)

- Businesses must pay the entire cost of design, fabrication, installation, maintenance, administration, and replacement (if necessary).
- Businesses must provide tours to the public and offer samples and/or sales of their products.
- Businesses must be adequately signed and provide on-premise signing stating when tours are available.
- Businesses may contract the installation of signs through a private contractor



Department Roles

NCD&CS

- Send policy and applications to all interested businesses.
- Receive applications and determine if the business meets all program eligibility requirements.
- Visit the facility to determine if all physical requirements required by the policy are in place.
- Forward all approved applications to the Traffic Engineering Branch - Signing Section.
- Handle all paper correspondence with businesses (including appeals).



Department Roles

Traffic Engineering Branch - Signing Section

- Preliminary sign locations (maps and location descriptions)
- Preliminary sign designs (for reference and obtaining “S” dimensions if required)
- Final sign designs
- Final support designs (if required)
- Final cost estimate
- Final Agreement



Department Roles

Regional Personnel

- Preliminary field investigation to determine if space is available for requested signs. This work is sometimes completed by or with the Division.
- May accompany Division for field verification.
- Confirmation of controversial business qualifications.
- Propose alternate solutions to sign locations.



Department Roles

Division Personnel

- Specific locations for sign placement (mark on pavement or stake on shoulder).
- “S” dimensions (for signs that require them).
- Administration and execution of the final agreement.
- Requisition of the signs.
- Installation of the signs (unless the facility hires a private contractor for installation).
- All inspections during the installation process (if private contractor is used).



Examples of Projects/Costs

- Shelton Vineyards (\$22,431.03) - 6 ML, 6 Ramp, 4 Small
(Contractor Installed - paid separately by the business)
- Hinnant Vineyards (\$17,828.00) - 2 ML, 2 Ramp, 8 Small
(NCDOT Installed)
- RagApple Lassie (\$17,487.75) - 4 ML, 4 Ramp, 8 Small
(Contractor Installed - paid separately by the business)
- Hill Ridge Farms (\$2,492.13) - 2 Small
(NCDOT Installed)
- Buck Shoals (\$4,680.27) , Laurel Gray (\$4,964.25), Raffaldini (\$6,467.16), Windy Gap (\$1,620.66)
(Group of four vineyards sharing signs in various combinations - Contractor Installed - paid separately by the business)



How Many Businesses Signed ?

- Vineyards and Wineries = 21
- Other businesses = 3
- Total Agricultural Businesses Signed = 24

- Multiple Vineyards Sharing Signs = 1 group of 4



TODS Program

Allow Tourist Oriented businesses in rural areas to display their business name and a directional arrow with the distance to their business on official highway signs.



- Traffic Engineering Contact: Clarence Bunting, PE



Changes in TODS Rules Effective August 2004

- Fee Change: \$200 per sign per year - No other fees
- Several Businesses are not eligible:
Shopping malls, furniture stores, drug stores, movie theaters, community business districts, appliance stores, automobile or truck dealerships or garages, houses of worship, real estate offices, livestock sales facilities, sand and gravel facilities, grocery stores, gas or vehicle service stations, bars, lounges, adult establishments, adult video, book, or novelty stores, medical facilities, and restaurants



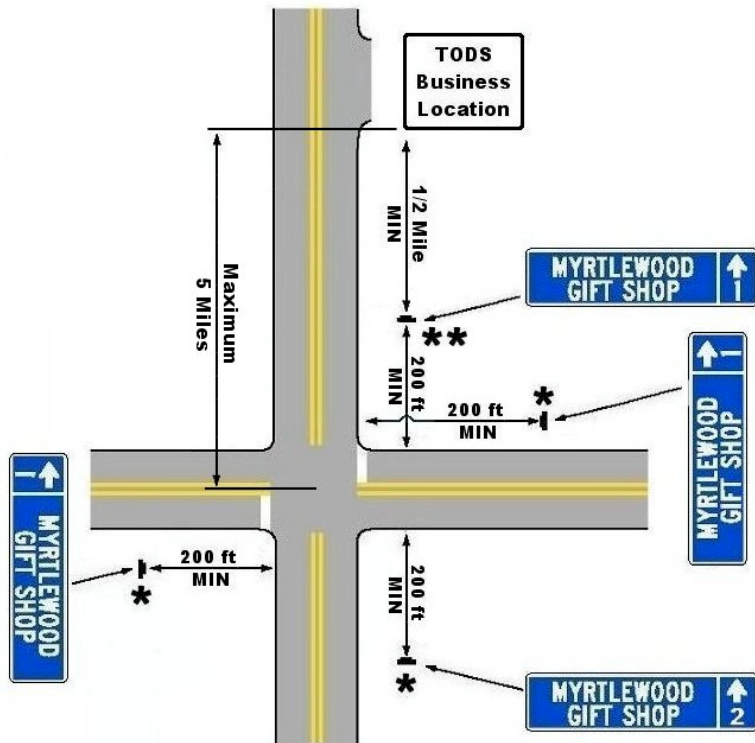
Department Criteria for TODS

- Lodging & Camping
 - 2 Amenities are required
 - Scenic views, horseback riding, hiking, fishing, etc.
 - Separates Tourist Oriented Businesses from “Plain Jane” Hotels, Motels, or Campsites
- Emphasis on Tourist Oriented - The facility itself must be the attraction



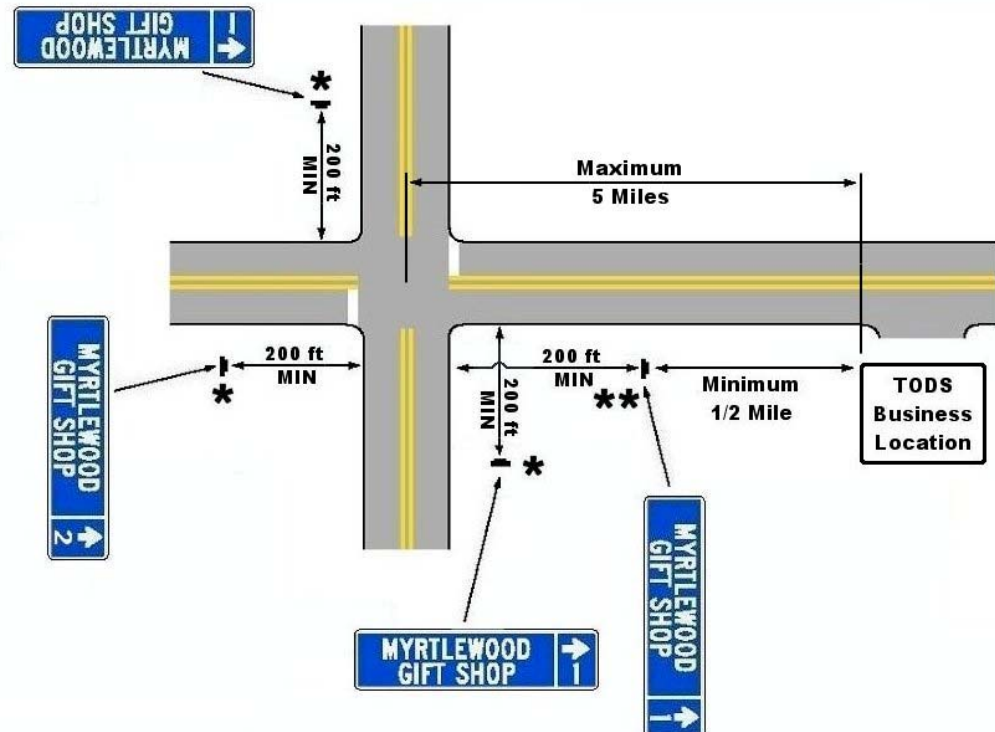
Locations

Business on Mainline



- * Possible Sign Location
- ** Optional Location Instead of Advance of Intersection.
Only one of the Through Locations Permitted

Business on Side Road



- * Possible Sign Location
- ** Optional Location Instead of Advance of Intersection.
Only one of the Through Locations Permitted



Frequently Asked Questions

- Mini-TODS
 - Only when limited right-of-way forces the use of the smaller sign
 - Only allowed on Low Volume - Low Speed (25 mph) Roads
 - The fee is still \$200 per sign per year
 - The Mini-TODS sign has a 4" letter height and is therefore not preferred in most cases
- Eligibility
 - Tourist Oriented Businesses or Facilities are still defined by the GS and the NCAC and must:
 - Have 30% of the products and services be unique to tourists' interests and tourists must account for at least 40% of the total revenue of the business
 - Or
 - Derive 51% of income or visitors during the normal business season from road users not living within a 20 mile radius of the facility



River Basin Signing Program



- Traffic Engineering Contact: Steve Piotrowski



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River Basin Signing

- **What is a River Basin?**

- A river basin is the land that water flows across or under on its way to a river. This is the drainage area of a river.

- **What is the River Basin Program?**

- A joint effort between DENR and NCDOT to educate and bring attention to our “ecological address”.
- The program is intended to increase public awareness about the state's river basin resources. Pollution in and near our water resources effects the quality of our lives.
- NCDOT’s part in this program is to install signs identifying these basins. We hope to help educate citizens not to pollute.
- Highway signs designate river basin boundaries at major roads and tributaries.

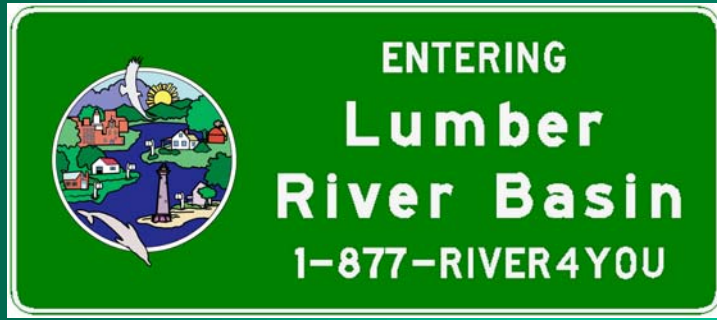


River Basin Signing

- **Funding approved by NC BOT**
 - Federal funding awarded: \$149,256
 - Required 20% federal funds match by Department: \$37,314
 - Total: \$186, 570
 - Amount of funding left for program: \$175,586
- **First installation of updated “Pilot” sign will be installed soon on I-95 in Cumberland County**
 - Divisions will be notified of signs to be installed in their Division soon after pilot sign has been reviewed
- **All NCDOT work related to River Basin Signs should be charged to WBS 34121.1.1**
- **All charges should be completed by September 2005**



Sign Design Update: New Way



8' 0" X 3' 6" 24" SEAL

- This design will be installed on freeway facilities at River Basin Boundaries
- Addition of seal and phone number
- Total of about 20 installations throughout State



5' 0" X 3' 0"

- This design will be installed on expressway facilities and conventional roadways at River Basin Boundaries
- Addition of phone number
- Total of about 37 installations throughout State



Sign Design Update: New Way

6' 0" X 1' 6"

Lumber River

6' 0" X 3' 0"

A TRIBUTARY OF THE
**Lumber
River Basin**

- Typical design for freeway facilities at tributary locations
- Total of about 24 installations throughout State

**WHITE MARSH
RIVER**

4' 6" X 2' 0"

A TRIBUTARY
OF THE
**LUMBER
RIVER BASIN**

4' 6" X 3' 0"

- Typical design for expressway and conventional roadways at tributary locations
- Total of about 83 installations throughout State

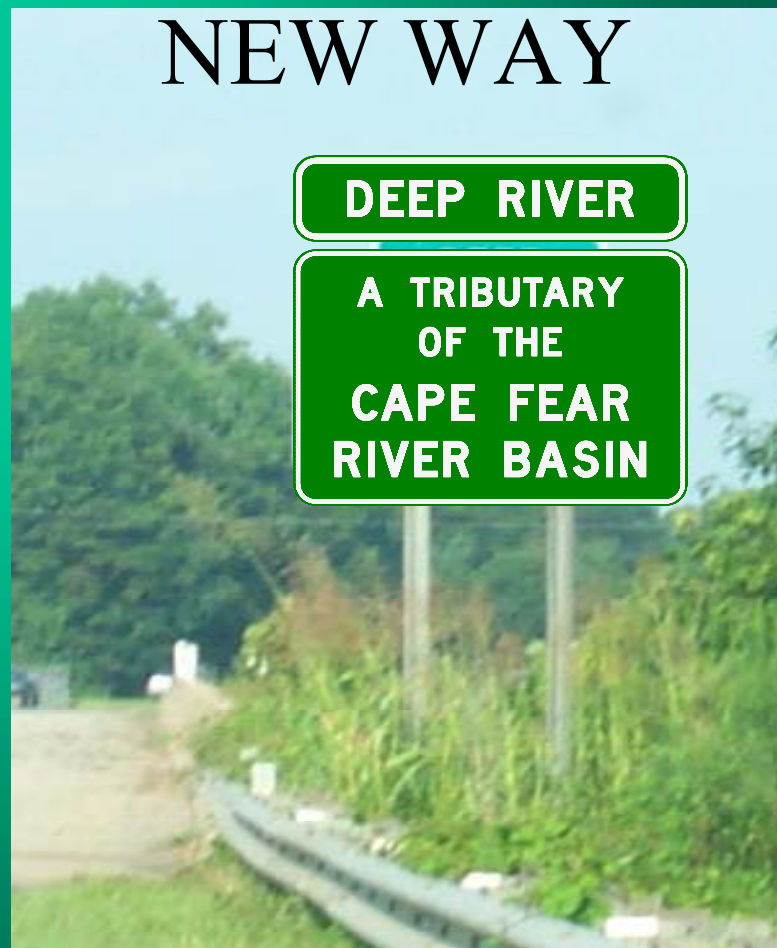


Sign Design Update: Example

OLD WAY



NEW WAY



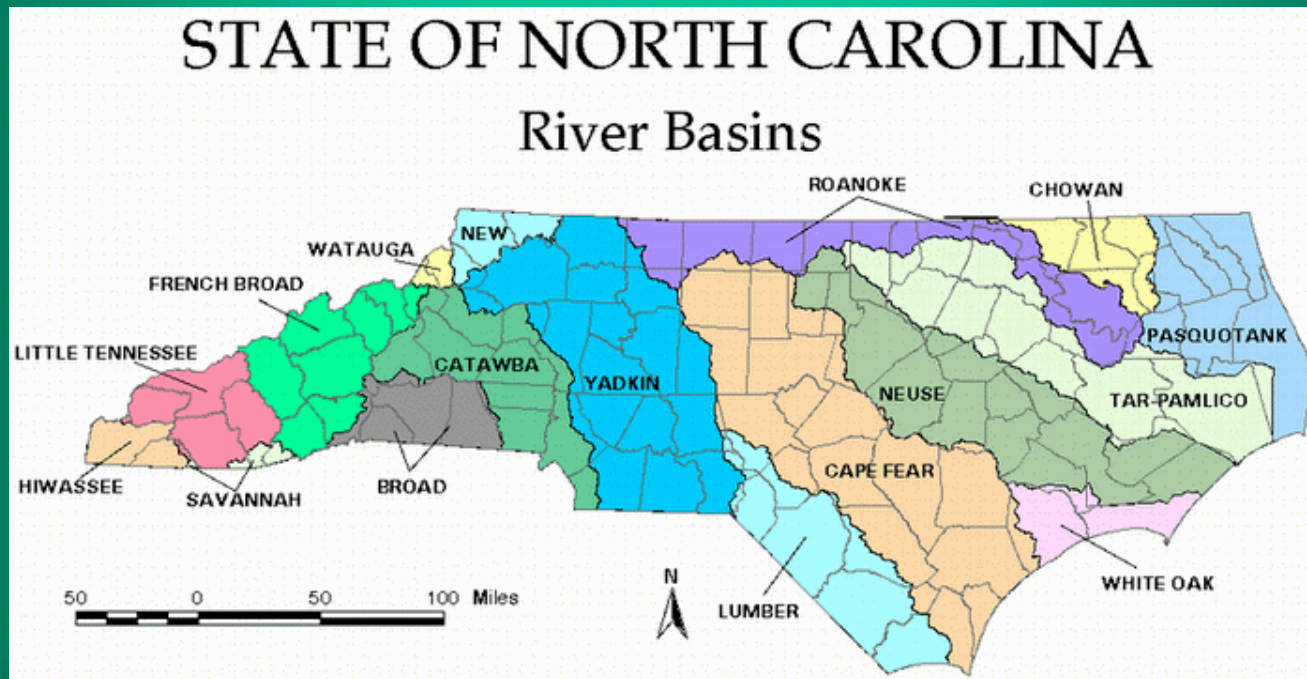
US 64 toward Asheboro in Randolph County



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What remains to be done...

- How many River Basins are there in NC?
 - 17
 - 7 have been signed: Neuse, Tar-Pamlico, Cape Fear, French Broad, New, Roanoke and White Oak.
 - However, if funds are available later, upgrades will be considered.



Questions?



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